

(Currently Amended) 1. A network system connected with an online goods and services provider (GSP) selling goods-or-services to ~~an online~~ a customer through the network system, the network system further comprising:

an after-sales-service and customer care (ASCC) center for issuing an electronic ASCC voucher defining an ASCC program related to sales of said goods-or-services for said customer wherein said electronic ASCC vouchers are provided for transmitting over said network to said customer.

(Currently Amended) 2. The network system of claim 1 further comprising:

an after-sales-service and customer care (ASCC) provider connected to said network for receiving said electronic service voucher transmitted over said network for carrying out said ASCC program for said customer as defined in said electronic voucher.

(Previously Presented) 3. The network system of claim 2 wherein:

said after-sales-service and customer care (ASCC) center is further provided to issue an incentive voucher for enabling said customer to reward said ASCC provider according to a customer satisfaction assessment by said customer.

(Previously Presented) 4. The network system of claim 2 wherein:

said after-sales-service and customer care (ASCC) center further includes a virtual-direct network communicating means for enabling a virtual-direct network communication between said online customer and said ASCC provider to arrange for said ASCC program and for transmitting said ASCC voucher over said network.

(Previously Presented) 5. The network system of claim 4 wherein:

said virtual-direct network-communication means further comprises a stream-socket means for providing stream-sockets for connecting network messages transmitted between said online customer and said ASCC center and between said ASCC provider and said ASCC center to establish a stream-socket connected direct communication between said online customer and ASCC provider.

(Currently Amended) 6. The network system of claim 2 wherein:

an after-sales-service and customer care (ASCC) center further includes an ASCC database for keeping a record related to and defined by said ASCC program.

(Currently Amended) 7. The network system of claim 2 wherein:

said ASCC database further includes a database manager for organizing said record kept in said ASCC database according to said online GSP, said online customer and said ASCC provider.

(Currently Amended) 8. A network system connected with an online goods and services provider (GSP) selling goods-or-services to ~~an online~~ a customer through the network system, ~~wherein~~ wherein:

said online GSP further includes an electronic ASCC voucher issuing means for issuing an ASCC voucher to said customer for defining an ASCC program related to sales of said goods-or-services wherein said electronic ASCC vouchers are provided for transmitting over said network.

(Previously Presented) 9. The network system of claim 8 further comprising:

an after-sales-service and customer care (ASCC) provider
connected to said network for receiving said electronic service
voucher transmitted over said network for carrying out said ASCC
program for said customer.

(Previously Presented) 10. The network system of claim 9 wherein:

said electronic voucher issuing means further provided to issue an
incentive voucher for enabling said customer to reward said ASCC
provider according to a customer satisfaction assessment by said
customer.

(Previously Presented) 11. The network system of claim 9 wherein:

said online GSP further includes a virtual-direct network
communicating means for enabling a virtual-direct network
communication between said online customer and said ASCC
provider to arrange for said ASCC program and for transmitting
said ASCC voucher over said network.

(Currently Amended) 12. The network system of claim 11 wherein:

said virtual-direct network-communication means further
comprises a stream-socket means for providing stream-sockets for
connecting network messages transmitted between said ~~online~~
customer and said ASCC center and between said ASCC provider
and said ASCC center to establish a stream-socket connected direct
communication between said ~~online~~ customer and ASCC provider.

(Currently Amended) 13. The network system of claim 9 wherein:

said electronic ASCC voucher issuing means further includes an ASCC database for keeping a record related to and defined by said ASCC program.

(Currently Amended) 14. The network system of claim 9 wherein:

said ASCC database further includes database manager for organizing said record kept in said ASCC database according to said ~~online~~ customer and said ASCC provider.

(Currently Amended) 15. A network system connected with an online goods and services provider (GSP) selling goods-or-services for conducting an electronic commerce (e-commerce) transaction on said network wherein said network system further comprising

an electronic after-sales-service and customer care (ASCC) voucher transmitted over said network to a customer having an ASCC voucher identifier unique to said e-commerce transaction for defining and tracking an after-sales service and customer care (ASCC) program.

(Currently Amended) 16. The network system of claim 15 further comprising:

an online customer receiving said electronic ASCC voucher from said network for activating said ASCC program.

(Currently Amended) 17. The network system of claim 15 further comprising

an after-sales-service and customer care (ASCC) provider to receive said electronic ASCC voucher transmitted over said network for performing said ASCC program defined and tracked by said electronic ASCC voucher.

(Currently Amended) 18. The network system of claim 15 further comprising

an after-sales-service and customer care (ASCC) center for issuing said electronic ASCC voucher and for coordinating and tracking said ASCC program.

(Previously Presented) 19. The network system of claim 18 wherein:

said ASCC center further includes an ASCC database for recording data related to said ASCC program.

(Previously Presented) 20. The network system of claim 18 further comprising:

an online customer carrying out said e-commerce transaction with said online GSP and receiving said electronic ASCC voucher from said ASCC center for activating said ASCC program;

an after-sales-service and customer care (ASCC) provider;

said ASCC center further includes a virtual-direct network communication means for enabling a virtual-direct network communication between said online customer and said ASCC provider for transmitting said ASCC voucher over said network to said ASCC provider to arrange for carrying out said ASCC program defined and track by said ASCC voucher.

(Previously Presented) 21. The network system of claim 15 wherein:

an after-sales-service and customer care (ASCC) center for issuing said electronic ASCC voucher and for coordinating, tracking and carrying an insurance policy for said ASCC program.

(Currently Amended) 22. A network system connected with an online goods and services provider (GSP) selling goods-or-services to an online customer through the network system, the network system further comprising

an after-sales-service and customer care (ASCC) center for issuing an electronic ASCC voucher to said online customer defining an ASCC program related to sales of said goods-or-services wherein said electronic ASCC vouchers are provided for transmitting over said network;

a plurality of after-sales-service and customer care (ASCC) providers connected to said network;

said ASCC center having an ASCC database for storing a record for each of said ASCC providers for allowing said online customer to review and to chose a selected ASCC provider;

said ASCC center further includes a virtual-direct network communicating means for enabling a virtual-direct network communication between said online customer and said selected ASCC provider to arrange for said ASCC program and for said online customer to transmit said ASCC voucher to said selected ASCC provider over said network; and

said after-sales-service and customer care (ASCC) center is further provided to issue an incentive voucher for enabling said online customer to reward said selected ASCC provider according to a customer satisfaction assessment by said customer.

(Previously Presented) 23. The network system of claim 1 wherein:

said network system is a wireless system.

(Previously Presented) 24. The network system of claim 8 wherein:

said network system is a wireless system.

(Previously Presented) 25. The network system of claim 15 wherein:

said network system is a wireless system.

(Previously Presented) 26. The network system of claim 22 wherein:

said network system is a wireless system.

(Currently Amended) 27. A method of selling goods-or-service by an online goods and services provider (GSP) to ~~an online~~ a customer through a network system comprising:

connecting an after-sales service and customer care center to said network for issuing an electronic ASCC voucher to said customer for defining an ASCC program related to sales of said goods-or-services and for transmitting said electronic ASCC vouchers over said network.

(Previously Presented) 28. The method of claim 27 further comprising:

connecting an after-sales-service and customer care (ASCC) provider to said network for receiving said electronic service voucher transmitted over said network for carrying out said ASCC program for said customer.

(Previously Presented) 29. The method of claim 28 wherein:

issuing an incentive voucher for enabling said customer to reward said ASCC provider according to a customer satisfaction assessment by said customer.

(Previously Presented) 30. The method of claim 28 wherein:

providing to said after-sales-service and customer care (ASCC) center a virtual-direct network communicating means for enabling a virtual-direct network communication between said online customer and said ASCC provider to arrange for said ASCC program and for transmitting said ASCC voucher over said network.

(Previously Presented) 31. The method of claim 30 wherein:

providing to said virtual-direct network-communication means a stream-socket means for providing stream-sockets for connecting network messages transmitted between said online customer and said ASCC center and between said ASCC provider and said ASCC center to establish a stream-socket connected direct communication between said online customer and ASCC provider.

(Previously Presented) 32. The method of claim 28 wherein:

keeping a record related to said ASCC program in an ASCC database.

(Previously Presented) 33. The method of claim 32 wherein:

employing a database manager for organizing said record kept in said ASCC database according to said online GSP, said online customer and said ASCC provider.

(Previously Presented) 34. A method of selling goods-or-service by an online goods and services provider (GSP) to an online customer through a network system comprising

said online GSP issuing an electronic ASCC voucher for defining an ASCC program related to sales of said goods-or-services and for transmitting said electronic ASCC vouchers over said network.

(Previously Presented) 35. The method of claim 34 further comprising:

connecting an after-sales-service and customer care (ASCC) provider to said network for receiving said electronic service voucher transmitted over said network for carrying out said ASCC program for said customer.

(Previously Presented) 36. The method of claim 35 wherein:

said step of issuing said electronic ASCC voucher further comprises a step of issuing an incentive voucher for enabling said customer to reward said ASCC provider according to a customer satisfaction assessment by said customer.

(Previously Presented) 37. The method of claim 35 further comprising a step of:

providing to said online GSP a virtual-direct network communicating means for enabling a virtual-direct network communication between said online customer and said ASCC provider to arrange for said ASCC program and for transmitting said ASCC voucher over said network.

(Previously Presented) 38. The method of claim 37 wherein:

said step of providing to said online GSP a virtual-direct network communicating means further comprises a step of providing a stream-socket means for providing stream-sockets for connecting network messages transmitted between said online customer and said ASCC center and between said ASCC provider and said ASCC center to establish a stream-socket connected direct communication between said online customer and ASCC provider.

(Previously Presented) 39. The method of claim 35 further comprising a step of:

keeping a record related to said ASCC program in an ASCC database.

(Previously Presented) 40. The method of claim 39 further comprising a step:

providing a database manager for organizing said record kept in said ASCC database according to said online customer and said ASCC provider.

(Currently Amended) 41. A method of conducting an electronic commerce (e-commerce) transaction for selling goods-or-services on a network system by an online goods and services provider (GSP) comprising:

transmitting to a customer an electronic after-sales-service and customer care (ASCC) voucher over said network having an ASCC voucher identifier unique to said e-commerce transaction for defining and tracking an after-sales service and customer care (ASCC) program.

(Currently Amended) 42. The method of claim 41 further comprising

receiving said electronic ASCC voucher by an online customer from said network for activating said ASCC program.

(Currently Amended) 43. The method of claim 41 further comprising

connecting an after-sales-service and customer care (ASCC) provider to said network for receiving said electronic ASCC voucher transmitted over said network for performing said ASCC program defined and tracked by said electronic ASCC voucher.

(Currently Amended) 44. The method of claim 41 further comprising

connecting an after-sales-service and customer care (ASCC) center to said network for issuing said electronic ASCC voucher and for coordinating and tracking said ASCC program.

(Previously Presented) 45. The method of claim 44 further comprising:

providing to said ASCC center an ASCC database for recording data related to said ASCC program.

(Previously Presented) 46. The method of claim 44 further comprising:

transmitting said electronic ASCC voucher from said ASCC center to an online customer after said online customer completing said e-commerce transaction with said online GSP for said online customer to activate said ASCC program;

connecting an after-sales-service and customer care (ASCC) provider to said network; and

providing to said ASCC center a virtual-direct network communication means for enabling a virtual-direct network communication between said online customer and said ASCC provider for transmitting said ASCC voucher over said network to said ASCC provider to arrange for carrying out said ASCC program defined and track by said ASCC voucher.

(Previously Presented) 47. The method of claim 44 further comprising:

carrying an insurance policy by said ASCC center for said ASCC program.

(Currently Amended) 48. A method of selling goods-or-service by an online goods and services provider (GSP) to an online customer through a network system comprising:

connecting an after-sales-service and customer care (ASCC) center to said network for issuing to said online customer an electronic ASCC voucher defining an ASCC program related to sales of said goods-or-services;

connecting a plurality of after-sales-service and customer care (ASCC) providers to said network;

providing an ASCC database in said ASCC center for storing a record for each of said ASCC providers for allowing said online customer to review and to chose a selected ASCC provider;

providing to said ASCC center a virtual-direct network communicating means for enabling a virtual-direct network communication between said online customer and said selected ASCC provider to arrange for said ASCC program and for said online customer to transmit said ASCC voucher to said selected ASCC provider over said network; and

said ASCC center further issuing an incentive voucher to said online customer for enabling said online customer to reward said selected ASCC provider according to a customer satisfaction assessment by said customer.

(Currently Amended) 49. A method for carrying out an online electronic commerce comprising a step of:

transmitting to said online customer an electronic voucher over a network system for defining and rewarding an after-sales service and customer care (ASCC) activity related to said electronic commerce.

(Currently Amended) 50. The method of claim 49 further comprising:

transmitting to said online customer an electronic ASCC incentive voucher for rewarding an ASCC provider performing said ASCC activity according a customer assessment of an ASCC satisfaction level.